

# GENERAL PLAN AMENDMENT

## Case # 62-PA-03 B

### Northeast Corner of 98<sup>th</sup> Street & McDowell Mountain Ranch Road

1. GENERAL PLAN AMENDMENT CHECKLIST
2. APPLICATION FORM
3. GENERAL PLAN AMENDMENT APPLICATION FEE (57% of Rezoning Fee)
4. GENERAL PLAN CITIZEN NOTIFICATION & PUBLIC INVOLVEMENT PROGRAM (Neighborhood Involvement Program)
  - A. Neighborhood Involvement Packet (**Attachment A**)
  - B. Contact List received a letter mailed April 22, 2004 (**Attachment B** – letter and mailing list). This list includes property owners within 750', HOA's representing property within 750', residents of adjacent properties where potentially occupied by other than owners, and the interested parties identified by the City. A map showing properties contacted is provided as **Attachment C**) and Affidavit of Mailing is provided as **Attachment D**.
  - C. Sign Posting was accomplished on April 22, 2004 (**Attachment E** – Affidavit of Posting)
  - D. An Open House Meeting is proposed to be scheduled in the future
5. CONTEXT GRAPHICS, PLANS & PHOTOGRAPHS THAT SHOW THE RELATIONSHIP OF PROPOSAL TO THE SURROUNDING PROPERTIES
6. ADDITIONAL CONTEXT GRAPHICS/TABLES
7. NARRATIVE RESPONDING TO HOW THE GENERAL PLAN AMENDMENT PROPOSAL FURTHERS THE GOALS OF EACH OF THE GENERAL PLAN GUIDING PRINCIPLES

The General Plan Amendment proposal achieves the intent of the CityShape 2020 Guiding Principles. The proposal addresses the **preservation of meaningful open space** through the proposed use of the site for low density, residentially scaled office uses. This use will be able to accommodate generous setbacks from the Old Verde Canal that will contribute to the sense of openness that is found in the general area.

The proposed use is capable of **enhancing the existing neighborhoods** to the north to the extent that it will establish uses that are viable and stable for many years into the future. The proposed use will respect the character of the adjacent neighborhood in scale and design.

Future office uses will **support Scottsdale's economic vitality** by providing services that support both residential and other business uses in the area. They can also reduce the demand for long-distance commuting and provide a balance of uses in this part of the community.

The proposal seeks to **support community sustainability** by contributing to travel reduction and by adding to the balance of uses in the area.

The ability of the site's re-use to **value Scottsdale's unique lifestyle and character** will be borne out in the sensitivity of project development through building design, building materials, site landscaping, and site access solutions.

CityShape 2020 guiding principle of **advancing transportation** is proposed to be met through this General Plan amendment process and a future rezoning. The applicant is proposing a land use that works well within the single-family residential neighborhood context. The creation of an office use transition is also a land use pattern that encourages shorter and fewer automobile trips and greater mobility choices for residents who live nearby and wish to access office employment opportunities and local services.

The proposed land use designation creates a land use transition from McDowell Mountain Ranch Road north to the existing residentially developed and zoned land. This road is a 4 lane minor arterial at Thompson Peak Parkway and is the third entrance to Westworld. Depending on the nature of an event at Westworld, this alternative entrance may become a carrier of significant vehicular traffic.

## **8. ANALYSIS\***

4.6 acres are proposed to be changed from a "Suburban Neighborhoods" to an "Office (minor)" General Plan land use designation.

- the estimated decrease in population this proposed General Plan amendment will create is 38
- The estimated decrease in elementary, middle, and high school age children this proposed General Plan amendment will create is 7
- The estimated increase this proposed General Plan change will have on water use per year will be 10 acre feet/year

- The estimated increase this proposed General Plan change will have on wastewater generation per year will be 9 acre feet/year
- The estimated increase this proposed General Plan change will have on solid waste generation per year will be 31tons
- The estimated increase this General Plan change will have on vehicle trips per day is 468
- The estimated increase in the number of employees this proposed General Plan change will result in is 96

*Source: City of Scottsdale Land Use Impact electronic spreadsheet*

**9. PROVIDE DISCUSSION AND ANALYSIS OF ANY CHANGES TO THE APPROVED PLANS, GOALS, AND/OR POLICIES CONTAINED IN EACH GENERAL PLAN ELEMENT THAT THE PROPOSED AMENDMENT WOULD MAKE (LIST EACH ELEMENT AND DISCUSS THE APPLCABLE PLANS AND POLICIES WITHIN EACH ELEMENT AS IT RELATES TO THE PROPOSED GENERAL PLAN AMENDMENT)**

**LAND USE ELEMENT**

*POLICY: locate employment uses where impact on residential neighborhoods are limited and access is available at city-wide and regional levels*

DISCUSSION: The proposed office development is an employment use located on the extension of a minor arterial road (McDowell Mountain Ranch Road at Thompson Peak Parkway. This land use alternative will provide the neighborhood to the north with a meaningful buffer from this road that serves as alternative access to Westworld. Impacts on the neighborhood will be addressed building design, building materials, site landscaping, site access, and the physical barrier of the Old Verde Canal berm.

*POLICY: encourage transitions between different land uses and intensities through the use of gradual land use changes, particularly where natural or man-made buffers are not available*

DISCUSSION: The proposed office development is intended to be an appropriate transition from the Westworld to the developing and future residential uses immediately north of the subject property. These projects become visual and to some extent audio screens from the activity and noise emanating from Westworld events.

*POLICY: provide a balance of live work and play land uses and development intensities that enable convenient non-automotive trips (pedestrian, cycling, and transit) where environmentally and physically feasible*

DISCUSSION: The proposed office project will create employment opportunities and will offer services to the immediate neighborhood that may be able to take advantage of non-automotive trips.

*POLICY: The General Plan "Office" designation includes the concept of a minor office use. This is an office use that has a residential scale and character. It, by definition, has low to moderate traffic volumes. These office uses are generally one-story structures with at-grade parking. Strict development and landscape requirements are intended to protect adjacent residential uses*

DISCUSSION: The applicant proposes a residentially-scaled office development consistent with the residential neighborhood on its west, north, and east sides. The proposed zoning (S-R) will ensure that the single story structures with at grade parking.

### **CHARACTER AND DESIGN ELEMENT**

*POLICY: Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.*

DISCUSSION: It is anticipated that this project will be developed with the Suburban desert character per the Character Types Map.

*POLICY: encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings*

DISCUSSION: This is an important site planning and project amenity consideration that will be addressed in the development of this project.

### **PRESERVATION AND ENVIRONMENTAL PLANNING ELEMENT**

*POLICY: Promote ... the use of non-auto related travel to reduce traffic congestion, energy consumption and air pollution*

DISCUSSION: The re-use of the site for professional office uses can provide employment opportunities for residents who reside within the



adjacent neighborhood. Additionally, the services provided by prospective tenants may meet the needs of nearby residents who can access the site without the use of the personal automobile.

### **COMMUNITY INVOLVEMENT ELEMENT**

*POLICY: Institute and use public involvement plans to identify interested parties, their concerns and interests, and opportunities for providing information and involvement*

DISCUSSION: The **GENERAL PLAN CITIZEN NOTIFICATION & PUBLIC INVOLVEMENT PROGRAM** identifies the community involvement required to ensure that interested parties are fully informed about the proposal and have meaningful opportunities to provide input as to concerns and interests.

### **ECONOMIC VITALITY ELEMENT**

*POLICY: Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods*

DISCUSSION: The development of the site for office uses, compatible with the adjacent single-family residential neighborhood to the north, is an ideal choice for the site given its proximity to the activities of Westworld. The ability of the proposed project to buffer the existing neighborhood from Westworld and McDowell Mountain Ranch Road is expected to be a stabilizing factor for the existing neighborhood.

### **HOUSING ELEMENT**

*POLICY: Preserve the quality of existing dwellings and neighborhoods so that people will find our community a healthy, safe, and attractive place*

DISCUSSION: The ability of the proposed project to buffer the existing neighborhood from Westworld and McDowell Mountain Ranch Road is expected to be a stabilizing factor for the existing neighborhood.

## **NEIGHBORHOODS ELEMENT**

*POLICY: Guide infill (new development in an established area) development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods*

DISCUSSION: This proposed project is context appropriate for its location, given its proximity to McDowell Mountain Ranch Road and the activities of Westworld.

### **10. DISCUSSION OF HOW THE PROPOSED AMENDMENT CONTRIBUTES TO ACHIEVING THE CITY'S GOALS REGARDING SCENIC CORRIDORS, VISTA CORRIDORS, CHARACTER AREA PLANS, NEIGHBORHOOD PLANS, HOUSING DIVERSITY, ECONOMIC DIVERSITY, AND TRANSPORTATION ACCESSIBILITY AND MODES OTHER THAN AUTOMOBILE TRAFFIC**

The subject property is within the McDowell Mountain Ranch Character Area. This character area located east of the McDowell Mountains, west of the Central Arizona Project dike and extends from Taliesin northward to Union Hills Road. The McDowell Mountain Ranch master planned community occupies most of the area, although there are a number of parcels, such as the subject property, at the south and west edges.

Although the character area plan is yet to be developed, a brief area summary describes the natural terrain as an area with many large washes and heavily planted floodplains. The developed setting today has dominant elements expressed through the use of deep browns and grays for building walls and roofs, stonework and heavily textured surfaces, frequent use of metalwork in fencing and building details, and a strong dominance of native plants in the landscaping of public areas and visible areas.

It will be critical for the proposed office use of the subject property to create a compatible expression of character through the use of commonly used materials and colors, along with lush native vegetation

The subject property is adjacent to the "Old Verde Canal dike". This corridor is proposed to be maintained as a trail corridor. Accordingly, the proposed land use uses the dike as a natural boundary and visual barrier between the proposed minor office development on the south side and a portion of the Horseman's Park residential neighborhood to the north.

**11. DESCRIBE THE KEY ISSUES THAT HAVE BEEN IDENTIFIED BY THE SURROUNDING NEIGHBORHOODS THROUGH THE PUBLIC INVOLVEMENT PROGRAM**

To date, the public involvement program to initiate this General Plan amendment process has been focused on written notification to: (1) property owners within 750 ft. of the subject property (via first class letter); (2) Homeowners Associations; (3) adjacent residents if not property owners; (4) other interested parties; and (5) Early Consideration Site Posting.

It is anticipated that property owners and residents will have an expectation that the subject property be developed with sensitivity to the existing character of the residential development in the McDowell Mountain Ranch area and the lush upper Sonoran Desert.

These issues and others that may come up in the public involvement process associated with this case will be addressed in an addendum to the Neighborhood Involvement Report documenting the neighborhood open house meeting and other interested party contacts resulting from site posting and written notification.

## Existing General Plan Land Use Map

**Total Acreage:**  
4.6 Acres being changed  
from suburban  
neighborhoods to office



## Proposed General Plan Land Use Map

### Legend

- Suburban Neighborhoods
- Urban Neighborhoods
- Office
- Cultural/Institutional or Public Use
- Commercial
- Developed Open Space
- Natural Open Space



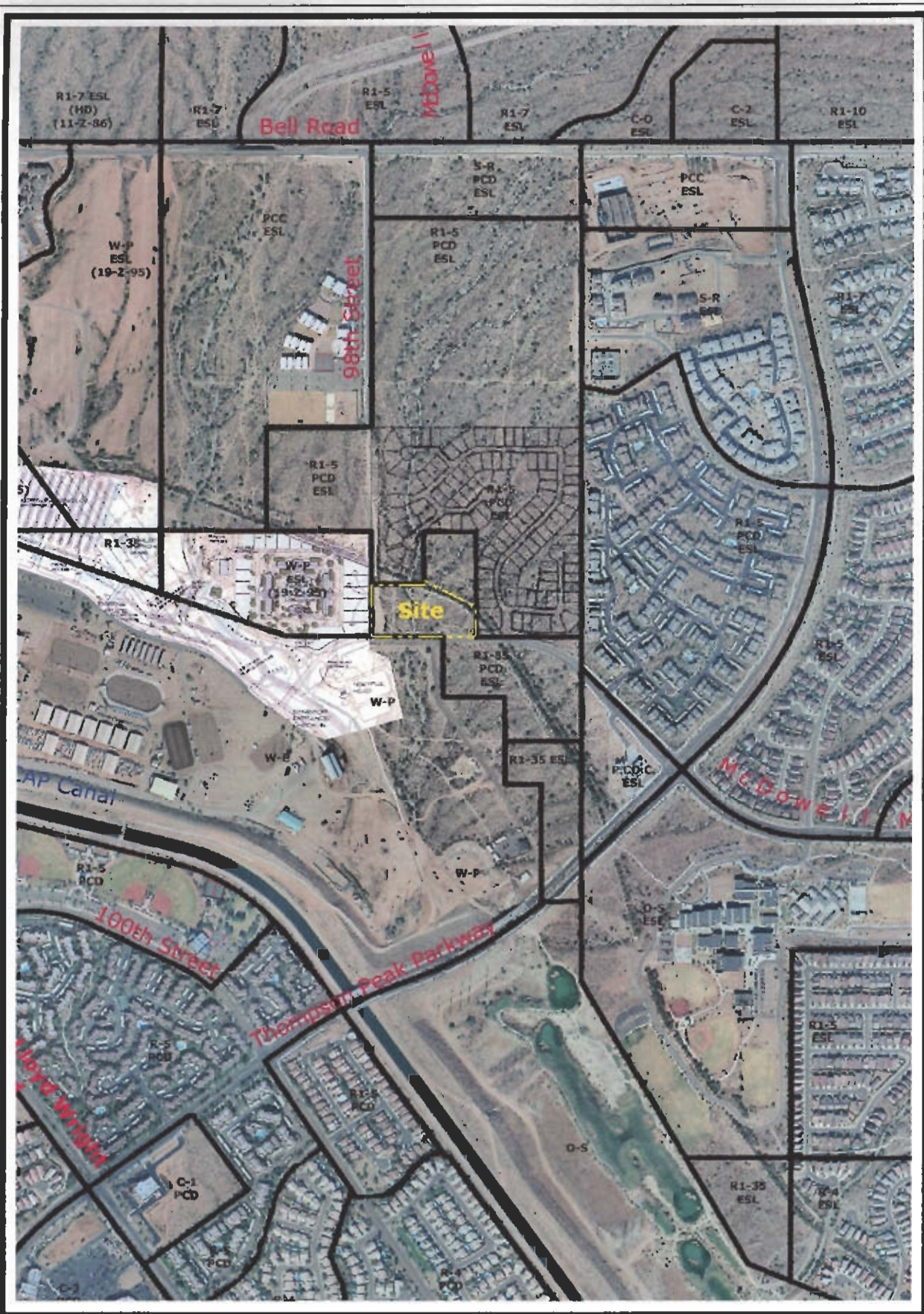
Master Planned Communities  
Land Planning  
Site Planning & Design  
Environmental Analysis  
Landscape Design  
7802 East Main Street  
Scottsdale, Arizona 85251  
Phone: (480) 344-0094  
Fax: (480) 344-1742  
www.lvaaz.com

**General Plan Amendment for the Northeast Corner  
of McDowell Mountain Ranch Road & 98th Street**  
Scottsdale, Arizona

SCALE: N.T.S. NORTH  
DATE: 4/14/04  
JOB NO.: 0409  
DRAWN: GMA  
REVIEW: [Signature]

FOR CONSTRUCTION  
BY [Signature]





Master Planner  
 Urban Designer  
 Landscape Architect  
 Civil Engineer  
 Environmental Engineer  
 Surveyor  
 Architect  
 Interior Designer  
 Construction Manager  
 Real Estate Broker  
 Project Manager  
 Business Development  
 Client Relations  
 Administrative Support  
 Financial Services  
 Legal Services  
 Insurance Services  
 Marketing Services  
 Public Relations  
 Consulting Services  
 Other Services

**Horseman's Park Office**  
 Zoning Context Plan and Site Plan  
 Scottsdale, Arizona

REDUCTION: NOT TO SCALE PRELIMINARY - NOT FOR CONSTRUCTION EXCEPT BY WRITTEN PERMISSION		Date: 01/17/01
		Job No.: 0107
		Drawn by: [Name]
		Revised: 01/17/01